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*Author* Frank Gibney

*Classification* non-fiction

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**A brief description of the book  
appears in front of these proofs**

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## BRIEF DESCRIPTION

*What kind of Americans are "on the take"? How are they cheating every one of us? Here is a shocking, factual story that probes behind headline scandals.*

Recent "payola" and quiz show exposés only scratched the surface of today's gray-flannel morality. Millions of Americans, as Mr. Gibney proves, are "taken" every day by a vastly more subtle army of "honest" car dealers, "friendly" mortgage men, crooked union bosses, "cure-all" advertisers, chiseling TV repairmen, phony "educators," income-tax swindlers, and "respectable" businessmen all the way from the local store owner to a corporation board chairman.

In the current ethical jungle, members of our Genial Society may be both the innocent and the guilty, victimizer and victim. A staff writer on *Life*, a former feature writer of *Time* and an editor of *Newsweek*, Frank Gibney has documented every page of this extraordinary report—a startling profile of America that is alive with remarkable personalities and case histories. Not since *One Hundred Million Guinea Pigs* has one book presented such a powerful indictment of fraud upon the public. Now *The Operators* illuminates today's vastly different methods and manners, and, going deeper, penetrates the moral confusion evident at every level of the Genial Society of the Fifties.

# THE OPERATORS

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SLIDE 91

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THE  
OPERATORS

*by Frank Gibney*



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